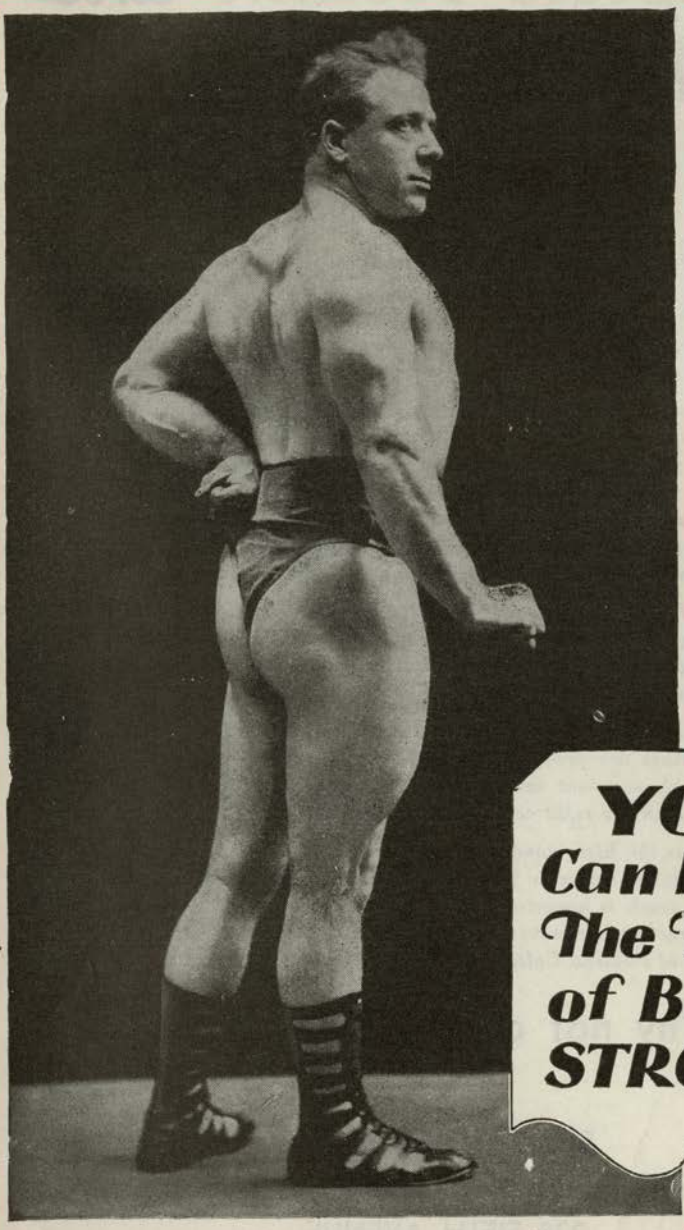
HOW TO ACHIEVE

NERVES *of* STEEL MUSCLES *like* IRON



A Body Big Brawny Rugged Like a Lordly Oak !

YOU Can Know The Thrill of Being STRONG!

Compliments of Geo. F. Jowett.

WHY YOU SHOULD CHOOSE
THE JOWETT COURSE IN
Complete Health and Muscle Building

•

The Jowett Institute of Physical Culture is devoted to the purpose of promoting better health, physical perfection and great muscular and organic strength in the quickest, safest and most lasting way. It is founded on merit alone and it has been built up through truthful, careful and scientific instruction to its pupils.

George F. Jowett, who heads the Institute, feels there is no other physical training school, teaching by the correspondence method, that is so deeply interested in and devoted to the investigation and research of the human body and that works so conscientiously and faithfully for better health and exercise methods. Some of the most important discoveries in body building of recent years are credited to the investigations of George F. Jowett.

The Jowett Institute of Physical Culture is conducted on high ideals and a sincere desire to give to every pupil the best modern instruction on exercise for body building purposes that it is possible to obtain.

This Institute does not teach its pupils by theoretical methods. Its teachings are proven, substantial facts. It does not offer its pupils old, worn-out methods, but new methods that positively succeed with the right cooperation of the pupil.

This is the high standard of physical training we offer you—a system taught sincerely from the heart with the conviction that what we teach is honest and right. And we believe you will like and appreciate our ways and be proud to recommend the Jowett Institute of Physical Culture to your closest friends.

Why not choose the BEST?

•

ENROLL NOW IN
THE JOWETT INSTITUTE OF PHYSICAL CULTURE
230 FIFTH AVENUE
NEW YORK 1, N. Y.

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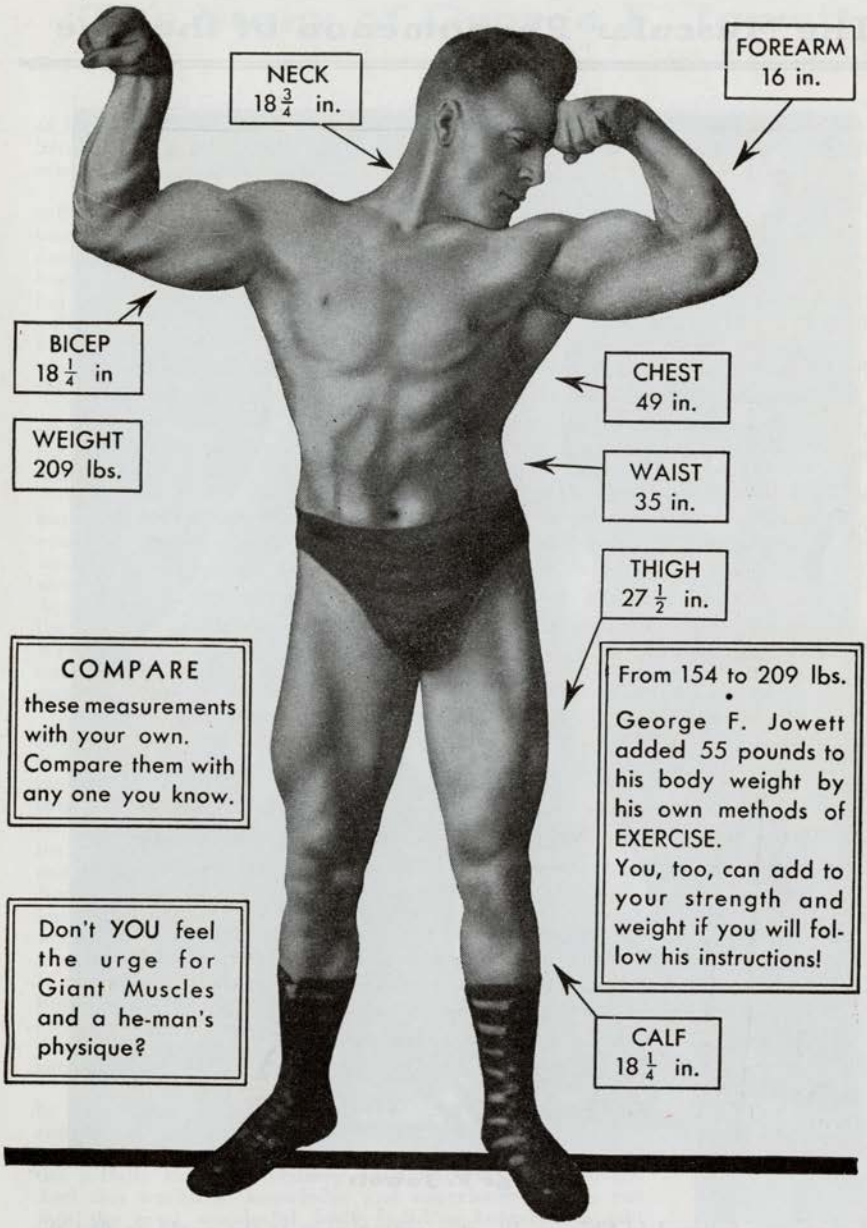
HOW WOULD YOU LIKE ?

TO HAVE THESE MEASUREMENTS



COMPARE
these measurements with your own. Compare them with any one you know.

Don't YOU feel the urge for Giant Muscles and a he-man's physique?

From 154 to 209 lbs.

•

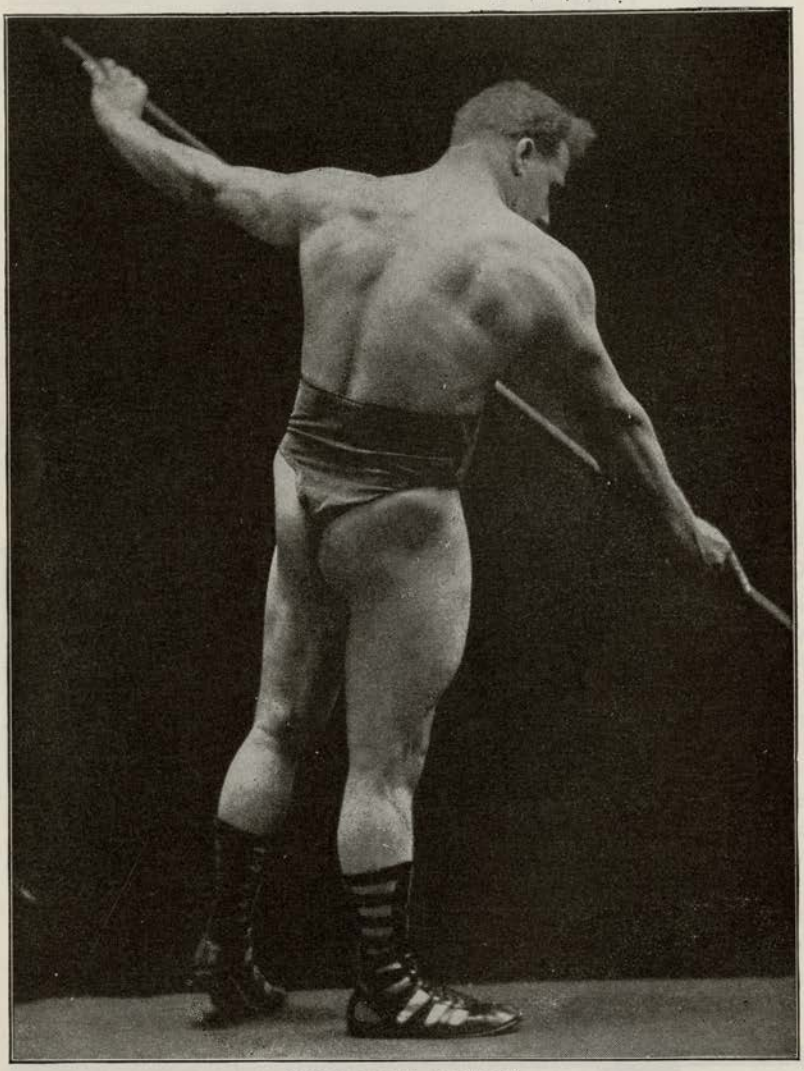
George F. Jowett added 55 pounds to his body weight by his own methods of EXERCISE.
You, too, can add to your strength and weight if you will follow his instructions!

HE was once a skinny weakling like you!!

Let Yourself Be Made Super-Strong

by

The Muscular Phenomenon of the Age



George F. Jowett

This pose was featured in Chicago, Ill., at a contest open to the world, to find the BEST DEVELOPED MAN. George F. Jowett was declared the winner. The judges declared "The remarkable breadth of his shoulders and beautiful flowing lines of the whole body are magnificent and his body is composed of the most magnificently sculptured muscle we ever saw." In winning this contest George F. Jowett proved that a man with Herculean proportions can possess the lines of an Apollo.

Start Making the Story of YOUR LIFE like

The Story of George F. Jowett

The story of George F. Jowett is one that has throbbed its romance into thousands of hearts the world over. Full of the fire of adventure it is an inspiring power that lifts up the drooping spirit of the weakest. It proves that, in order to succeed, you must first of all sell yourself completely on the efficacy of right exercise.

Years ago a young boy was finally discharged from a hospital where he had suffered for years—the result of an accident when only a few months old. He survived several major operations, then finally was told that nothing further could be done to save him. But they did not know that deep in the heart of his puny body had become firmly fixed the belief that exercise would triumph over all else. This belief so dominated him that he quietly crept into the silence of the deserted, forgotten attic of his home and there, alone, began the rebuilding of his puny, broken body—a body which later was to stand out through his perseverance as one of the most magnificently built in the halls of strongmanism and one of the most powerful the world has any record of.

This is the beginning of the climb of George F. Jowett from the deepest, darkest pit of physical weakness to the peak of physical success where his body has stood for many years a guiding light and tremendous inspiration to all who seek better health and physical perfection through a strong, mighty body.

He built his body so that it was not a thing just to be looked at and admired, but every muscle covering his mighty frame was packed with dynamic strength that could victoriously resist any test. At the age of 15 he was Junior International Gymnastic Champion. A few weeks before he was 16 he made his debut as a professional wrestler and in his first bout went the time limit with one of the best wrestlers living. At 17 he won, in France, the World's Welter Weight Wrestling Championship and later won the World's Junior Wrestling Championship and created the World's Junior one arm press record of 224 lbs.—which mark still remains unbroken.

In Britain he won in open contest first place for physical perfection. He thrilled everyone with his lightning speed and tigerish endurance. His physical perfection and tremendous strength were the amazement of the physical culture world and the medical profession. Many learned medical men shook their heads and said his rise from sickness to his remarkable physical power was a miracle but it had matured him too young. They concluded he could not last. Nevertheless, through the ensuing years his splendid body has continued to crash the giants of strength and of the wrestling mat to defeat. Every day his body continued to grow in super strength and physical vigor. Today his body is still as full of the fire of physical energy as it was in those days when he daily contested with and defeated the physical giants of Britain, Europe and other countries. Always he has been a deep student of the body and his observations have covered the methods and products of the world.

Thus he built for himself his marvelous enduring body by his study, persistence and concentration, proving his convictions through his own body. From the vast storehouse of information he had acquired he guarded against the pitfalls that had claimed thousands of fine athletes. And this wealth of knowledge and experience he has put into the most wonderful body building course ever put before the public.

What took him many years to learn he now teaches you within a few short weeks—faultlessly, faithfully and successfully—until you finally acquire the magnificent proportions and marvelous strength he is able to help you attain.

George F. Jowett at 17 years of age.

Learn THE SIMPLE SECRETS that
Learn How this Weakling Became

Get Strong!

Follow the George F. Jowett Method!

FOR years the athletic career of this wonderful athlete took him all over the world. During that time he went through some of the most hair-breadth escapes and adventures which ever fell to the lot of a man. In every instance, his Herculean body rose superior to the test. Follow him through and you will agree that his life is a wonderful example for anyone to follow. Can you realize the tenacity and determination he had? For miles he staggered through an Arctic blizzard dragging a sled to save a frozen comrade. Lost in the tropics of India, without food or water but only a chunk of leather to chew on, and with a comrade slung across his shoulders he did not know was dead, he struggled back to civilization. Picture him thrashing the bully of a French-Canadian lumber camp and daring the rest to come on, as the price of clean manhood and refusing to be made to drink strong liquor. Never interfering with the rights, likes and dislikes of others yet he would fight to protect his own rights.

At another time he and a companion, cut off by the tide, scaled a 300-foot perpendicular cliff to reach safety. The comrade slipped. Jowett caught him with one hand as he clung with the other. Imagine the terrific strength of his hand, arm and shoulder to sustain the combined weight of himself and his comrade as they hung suspended in mid air until he could swing the comrade back to firm footing and safety. Is it any wonder the medical examiner stood back in amazement and exclaimed, "My God! What a man!" when George F. Jowett stepped before him naked to pass the physical examination when he enlisted in Ottawa, Canada, at the beginning of the World war to see "the big show"?

He has followed the trail of the wanderlust and the footsteps of the adventurers and athletic conquerors all over the world. He has seen life and death from all its bitter angles, but they have not left him hard boiled as it is usually believed such experiences leave men. Instead he is still the sunny youth with a keen vibrating enthusiasm for life. Sympathetic and understanding, he is easy to meet. Once met you feel better for having come in contact with this man of might.

You learn from him why strong men are tolerant, why strong men are fearless. Courage comes with confidence in the power of your muscles to back you up. Nothing physical can daunt *him*. *He knows*, and smiles at the memory of the days when he had a game heart but a weak body and, perhaps the fondest memory of all, is that day, the turning point in his physical life, when he decisively licked the bully who had formerly bullied him. His life is a romance of a weak, struggling youth who wanted a powerful body and gloriously got it.

have made Thousands of Mighty Men THE WORLD'S STRONGEST MAN!

Enjoy Life!

He Has Made Wonder Men of Weaklings!

Some of the Records of George F. Jowett

Junior International Gymnastic Champion at 15.

World's Welter Weight Wrestling Champion at 17.

Creates world's Junior one-arm press record of 224 lbs. at 17—which still stands.

Winner of Junior world's catch weight wrestling championship at 17.

At the ages of 17, 18 and 19 toured world, meeting and beating all comers in wrestling and feats of strength.

Middleweight wrestling and weight-lift champion of world at 19.

As a middleweight was first man on American Continent to lift double body weight overhead. He lifted 310 lbs. at 154 lbs. stripped.

As a heavyweight is the only man to swing more than his body weight in the one-arm swing to arm's length overhead.

The first strength athlete to break the one-arm Military Press record made by the great Arthur Saxon.

Created more strength records than any other strength athlete.

Winner outright of the world's wrist turning trophy. Reputed to have the strongest arms in the world.

Four times winner of contests open to the world for the most perfectly developed body and for physical symmetry and strength.

George F. Jowett vibrates power from every pore. It is his keen desire to see others share in the wealth of health and strength he has gotten. He creates in you a desire to succeed. His rise from physical weakness to powerful enduring manhood is perhaps after all the best example of his teachings, even surpassing the army of powerful men he has made.

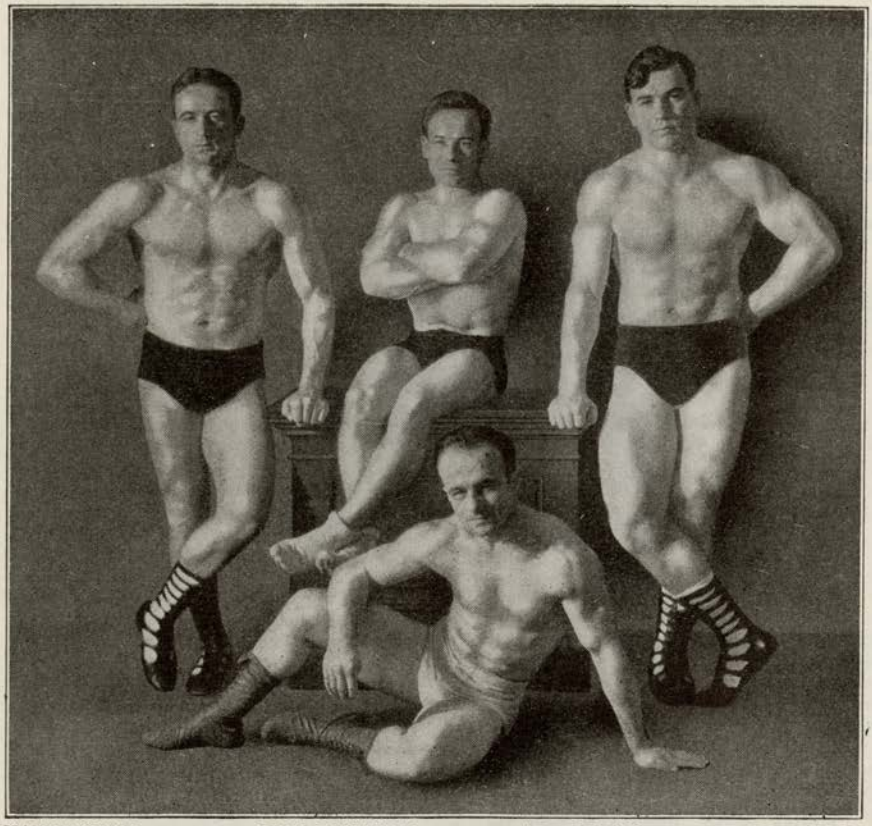
Some time ago some heart specialists approached Mr. Jowett and stated they were desirous to see how he had withstood the rigors of his long, hard, athletic and adventurous life. Mr. Jowett replied, "I am as good as ever and to prove it I will demonstrate before you." They tested him carefully—heart, lungs, blood pressure, nerves, eyes and his muscles. He then merely removed his collar and coat and without any previous training, broke two of the world's greatest strength records. They tested him after the performance and pronounced him to be as perfect in every instance as a youth in the full bloom of health and vigor.

George F. Jowett has not been a champion in one line only. His splendid muscular structure is of the quality that made him a star in any athletic game in which he participated — as gymnast, wrestler, weight lifter, boxer, fencer, bayoneteer; in football, hockey, jumping and running. He created more world's strength records than any man living. He was never defeated in contest. Truly a wonderful record!

Remember him as a weakling struggling to the light. Remember him as an adventurer following the wanderlust. Remember him as a soldier in the Balkan wars and as a member of the Canadian forces in the World war. Remember him as a giant of physical might and grandeur and you will think of him as the man *you* want to be. Enthusiasm breeds enthusiasm. It is acquired by contact. Leadership is created by following a leader of men. That George F. Jowett is a physical giant and great leader no one denies. That he is bubbling over with sincere enthusiasm his writings and personal contact prove. Therefore, if you are anxious to succeed, choose a man who has proved himself by deeds—a man who stands foremost as champion of champions—one who is a real friend and guide and you will choose none other than George F. Jowett as your teacher for building that body of yours.

He will make you a partner in man power as he has made numerous others. He will show you how to make your body ripple and hum with new-grown muscle surging with volcanic life. Buoyant youth will fill your life. You will feel that nothing is too big for you to conquer. He will help you realize your heartfelt desires. Joyous life, vibrant strength and a magnificent body will be quickly built for you under the instruction of the Champion of Champions. *Follow him through.*

PICTURE YOURSELF ON THIS PAGE!
Let me make YOU one of my champs



HARRY GOOD DICK BACHTELL ART LEVAN BILL GOOD

George F. Jowett Builds Men Like These!

THESE four men are splendid examples of what persistent exercise can do for any man. I have seen them develop from ordinary physical specimens to men of heroic mould. I have helped to train them and I am proud to say that today very few can excel them in development and strength.

Bill Good, Dick Bachtell, Art Levan are "Champions" in their classes and have won many great honors. Bill Good holds the heavyweight Weight Lifting A. A. U. Championship. Harry Good has developed to such an extent that he has recently become a professional strong man. These men are great examples of what Physical Culture will do for the man who seeks physical perfection.

You need no longer envy a beautiful body—start now and in a short time it is possible for you to have a physique that men will respect and women will admire.

Experts Proclaim YOUR Instructor "The Greatest Builder of Mighty Men!"

Famous Athletes Who Endorse Jowett System

The Saxon Brothers *were perhaps the greatest trio of strength athletes who ever lived. Much of my early success I owe to their teachings. Today Herman Saxon boosts my system of teaching by giving me his endorsement. He knows it is right.*

Henry Steinborn, the Modern Milo, *built like a Grecian statue with the strength of the fabled Hercules.*

This muscle study of Steinvorn is a mighty message in itself. The squareness of his magnificent chest plainly tells of the indefatigable energy he packs behind that square chest wall of muscle. Those mighty arms pay tribute to his colossal strength. He is one of the quickest moving strength athletes living.

Steinborn is a marvelous example for you to follow. He heartily endorses my system of body building. Advice given by a man with the calibre of Steinborn is sufficient proof that you could not go wrong by enrolling with George F. Jowett.

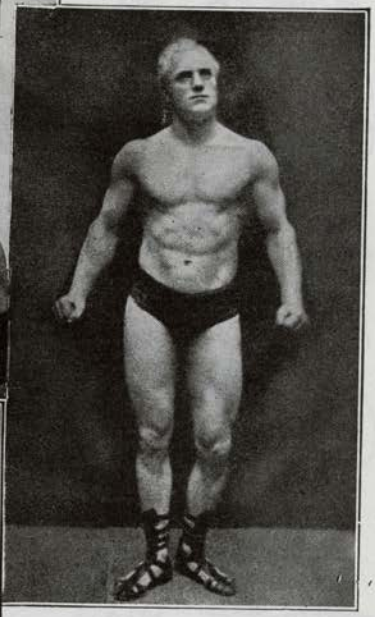
Clark Wardell, famous athlete of Pittsburgh, Pa., *says:*

"Mr. Jowett's knowledge of muscular leverage and scientific application of strength stands head and shoulders over all the authorities the world has ever produced.

"He has more knowledge of the physical working of the organs and the conservation of their vitality and how to decrease blood pressure under a severe strain than any other expert ever had."

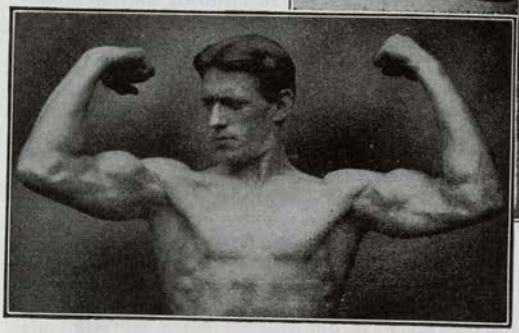
HERMAN SAXON

←HENRY STEINBORN



ADOLPH E. NORDQUEST

Adolph E. Nordquest, known as "Young Sandow." *He holds many strength records and is nationally known as an authority on physical culture. He strongly endorses the Jowett System of Physical Training.*



CLARK WARDELL

BECOME A FEARLESS HE-MAN!

Nerves of Steel—How to Get Them

You Can Have The Nerve Energy and Physical Requirements of An Aviator

It takes nerve to be able to do the big things in life—nerves of steel that can stand up under the most merciless physical and mental battering. No matter how strong you are, if your nerve sources do not have the ingredients to multiply vibration your muscles will be just dead wood. The aviation game has proved this so conclusively that it is now a most important and necessary part of an aviator's training to see that his nerves and muscles are in perfect condition. Every aviator today must pass through a very stringent physical examination before he can qualify for his license. It is for this reason aviators are today the daring adventurers of modern times. They are able to do things because the system they pass through pays as much attention to the cultivation of nerve force as it does to that of building muscle. The nerve system, originating from the great spinal source, branches throughout the entire body encircling and penetrating the organs and the muscles. At certain points there are nerve sources which are like the generating stations to a great electrical system. Packed into each of these sources are reservoirs of energy—the vitalizing force of the organs and muscles. According to the quality of these sources so will your muscles be. If these sources contain a reserve of conserved energy, your muscles will be trebly dynamized. It is here that the quality of your strength lies and not entirely in the muscles. The nerve forces, by vibration, shoot their energies into the muscles and if these muscles are built of the right muscular structure the muscles will be dynamized into terrific action, making you capable of doing tremendous feats of strength.

Courses specializing in building muscle alone burn out your nervous system leaving you, after a while, a greater weakling. My system has one section devoted entirely to the accumulation of dynamic nerve force. You can make your nerves so steady and vigorous you will be able at any time to compare with the aviator in daring.

Steady nerves will make you cool and collected. None of those quick, nervous flashes to bother you. No "going up in the air" during an argument. Nerves of steel. Nerves like ice that refuse to become excited beyond control. Instead of a feeling of weakness, there will be a feeling like the strength of a tiger pressing under the skin, ready to leap into volcanic action under the direction of undisturbed nerve vibration.

Develop Your Great Hidden Powers!

I Will Show You the Way to Muscles Like Iron

The nerves and the muscles are a wheel within a wheel. One cannot succeed without the other, and do not be fooled that one can be developed in preference to the other. There are certain methods of exercise which make the exerciser believe *for a while* that he is building muscle because the muscles become bigger; but time proves that he is not really building muscle. Those methods of muscle building only swell the muscles by forcing blood into them. Then there are some other exercises that pack the little bundles of fibres, of which the tissues are composed, so tight together the muscles never grow; instead, they shorten and have no endurance. To build everlasting muscle of iron they must be made long and supple. In this way the muscles become capable of greater contraction—greater power. They have the physical pliancy to twist and twine powerfully from any angle without fatigue. That's the kind of muscle you should put under your skin. I offer myself and my many famous pupils as living examples of the lasting strength and muscular structure my system builds. I do not just tell you what I will do but show you how to do it by my proven, scientific methods.

Muscles That Do Deeds and Last Indefinitely

If, as my pupil, you do not succeed with me, I think it is safe to say nothing else in the world will make you succeed. Week by week I write you and I do not stop until I have pounded into your heart and soul some of the tremendous enthusiasm which makes up my own body. I learn all the peculiarities of your muscular structure. You know that no two people are constructed alike physically, and by keeping in close contact with you I analyze your every muscle and by so doing compel your muscles to grow and become big and strong. No matter what your body weight may be I will work with you to pack it with nerve energy and muscular might and make you a veritable dynamo of physical strength that can last as long as you live—healthfully, vibrantly and powerfully.

Do not waste your time *forcing* your muscles to grow. Forcing methods, on anything that contains life, are wrong. The hot house plant blooms exotically but fades quickly. Life is forced out of its system in order to acquire the bloom. The same thing can happen to you. Don't take that risk. My methods build muscle and strength in a natural way. Arthur Saxon, one of the strongest men the world has ever produced, staggered the world with his terrific feats of strength. He amazed all by the ease with which he performed his stupendous feats. Hundreds tested his weights and found them genuine. Then where lay the source of his great strength? His answer was, "Most body builders are so concerned in doing things which force their muscles that they forget the sources from which muscles grow. Build the sources that create the glandular secretions which provide fuel for the muscles."

POWER-PACK YOUR 520 MUSCLES!

My Scientific Methods Cultivate and Develop:

YOUR *Dynamic Organic Secretions*
Bone and Muscle Growth
Sinew and Ligament Power.

Few people seem to realize that the organs of the body are also muscle—that the heart, the lungs and the digestive tract are muscle of a different structure and each is responsive to scientific health exercises. These exercises are of a nature which positively must create an internal massage and in this way purge the various organs of their impure secretions. Such impure secretions are replaced by the natural fluids, alive with the dynamic properties which are created in super-abundance by the stimulated digestive process taught scientifically throughout my course. These are the most important factors in promoting the healthful longevity of your physical being. In this way fuel is provided to feed the muscular fibers and to multiply them with substantial growth. Every fraction of an inch gained on every muscle you can depend upon is *muscle*. It is even farther reaching than this, being conducive to the promotion of bone growth.

Bone and Muscle Growth

Within the bones are born corpuscles vitally important to organic life and the blood stream—the more corpuscles generated within the marrow fat of the bones the better bone structure will you acquire. The corpuscles reflect the healthful condition of your bones. The muscle attachments, which in numerous places are seated upon the bone, become more firmly rooted. By my methods there is never any danger of tearing the muscle attachments from their seat, as is often the case with a course of training that does not provide for a personal analysis of the pupil.

Sinew and Ligament Power

The ligaments—those tremendously powerful cables which support your muscles in gigantic contraction, when required in great demonstrations of physical resistance—become powerfully anchored to bone and muscle like the steel cable of a giant derrick. Thousands of body builders with strong-looking muscles who wonder why they cannot equal the strength tests of others, learn to realize that their muscular ligaments and sinewy attachments are too stringy and weakly inserted to cooperate with and support the contractive power of their muscles. Through these conditions are found the differences between a cheap course of instruction and a worthwhile course. Through my course you receive more value per dollar than from any other course and you can positively rely upon it to not miss a single part of your organs and bones as well as your muscular and ligament construction. I give you the best that is in me—the best science has to offer—which is the answer to why I am not able to sell my course any lower than I do. If you are in earnest about building that body of yours inside and out from head to heels, you will not want me to cut my price—you will feel that the best is the cheapest in the end.

Building your muscles with cordy sinews is a science which I put before you. One day an apparently fine-muscled lad called on me. He said his muscles embarrassed him because they were not half as strong as they looked. He begged me to tell him what was wrong. I tested him in the usual way. His muscles were a joke. The strength of his sinews and ligaments was terribly deficient, but I worked on him and made him the man his muscles demanded he should be. Do not court disaster. Avoid the mistakes others have made. Remember it is my job to build men—inside and out—physically perfect!

Start Shaping the Success Story of YOUR Life
Read the Amazing True Life Story of
FRANK DENNIS

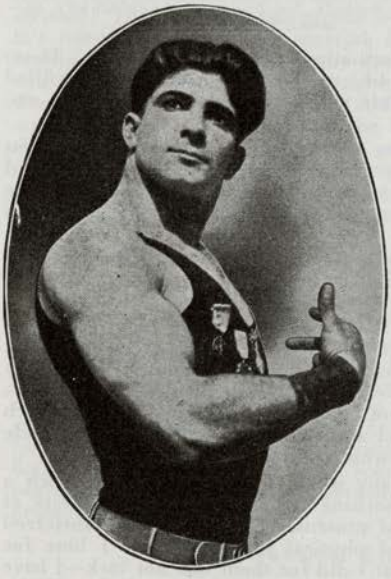
The Story of Frank Dennis

"From a bed of pain to becoming one of America's strongest athletes is an accomplishment which only a few years ago I thought was humanly impossible. It seems like a dream. Nevertheless, it is not so far back that I was a victim of tubercular hemorrhages of the lungs and in a few days lost 30 pounds from these hemorrhages.

"How my heart ached to possess one of those magnificent bodies which I had seen in pictures and dreamed about. One day proof was given me that, hopeless as my case seemed, my body could be made into one of robust health. I began to take up physical education and training under the direction of George F. Jowett. What he did for me within a very short space of time reads like a miracle. I can never forget the careful coaching and wonderful advice given me day by day. I looked forward to his letters so bubbling over with human magnetism and enthusiasm they permeated my whole body and lifted me from sickness into the glory of the strong man.

"I resolved there and then that I was going to be everything Mr. Jowett said I could be. I followed every bit of advice as carefully as possible. I practiced every exercise as seriously as any man would when he knew his life depended on it. As each week went by I could see my emaciated form fill out. The sunken cheeks began to grow round and a glow of health began to suffuse the cheeks. My poor chest, so racked with coughing, began to take on a new form. It became box-like, deep and full with the muscles lifting it up and building it into a structure like steel.

"After I had reached a certain stage I prevailed on Mr. Jowett to let me practice more progressive exercises. In this he carefully tutored me and instructed me on the right ways of doing these things so that I not only became a man endowed with great strength and muscular development, but I became a world's record holder and a national champion, for all of which I have to thank George F. Jowett and his wonderful course of Physical Instruction.



Frank Dennis, Birdsboro, Pa., a pupil who has become nationally famous for his splendid development and remarkable strength. His story of how he developed into his present physical super condition from a tubercular victim is one of the most inspiring to read. He is a wonderful example of what George F. Jowett, as a careful teacher, can do for a pupil.

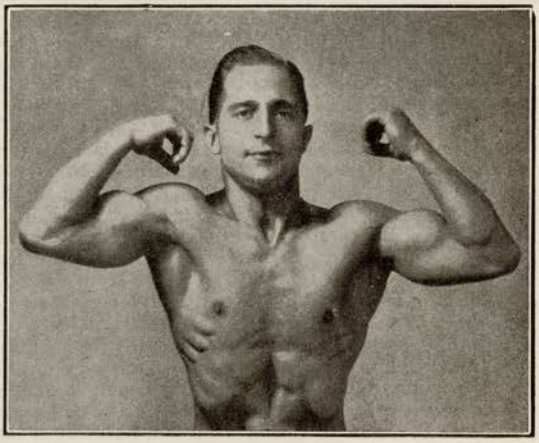
"If only I could meet everybody personally who is anxious to get a strong body with big, powerful, shapely muscles. If I could only show to you the pictures that I had taken when I first started with Mr. Jowett, what a wonderful satisfaction it would be for me. I know you would not hesitate one moment in filling out the enrolment blank and becoming a Jowett pupil. You would then realize your great dreams. You would feel yourself being lifted into the realms of physical fitness which every hundred per cent. American boy and man craves.

"I doubt whether you have the same problem to face as I had. I fully believe you are starting out with a better body than I had to begin wi h, therefore your chance of becoming a magnificent specimen of physical development is much better. It will not take you as long to get through. You will be able to go ahead faster and you will be able to go ahead safely, knowing that at the end of the road success as a Jowett pupil awaits you. My advice to you is to get started, not tomorrow or the next day, but right now. I never regretted it and I know you never will. For, what Mr. Jowett has made me he certainly can make you."

(Signed) Frank Dennis,
Birdsboro, Penna.

Special Advice Made a Strong Man Out of This One Time Weakling

When Charles Shaffer first came under my direction he was an undersized, puny, almost insignificant piece of humanity. He had suffered two attacks of double pneumonia, which had barely left him the threads of life to exist on. But, like so many others, he longed to have a powerful body, glowing with robust health. When he asked me what I could do with him I felt in my heart that I had a tough proposition ahead of me, but at the same time I determined if he was willing to put his shoulder to the wheel, I would pull him out of the rut of physical inferiority into the super state of physical perfection.



CHARLES SHAFFER

Looking at this magnificent muscled chest and abdomen and those powerfully formed arms, would you believe Shaffer was once a physical wreck from double pneumonia? He credits Jowett methods for being all he physically is—which is plenty.

I had to specialize a great deal on breathing with Mr. Shaffer, teaching him the science of abdominal breathing and lung control, but he was a wonderful scholar. Greedily he grasped the information and put it into effect. Those puny arms became terrifically strong with steel-like muscles. His sunken chest filled out, and his shoulders straightened, and the sickly pallor of his face gave way to one of radiant health.

He took a great liking to performing stunts of strength and was very keen on acrobatics and hand balancing. How carefully I trained him he can tell you, and the results he got he earned until his cup was running over with satisfaction. He became one of the Inter-State Wresting Champions. He became the American champion at his body weight, and what is more important, he became one of the most proficient hand balancers and acrobats that ever stepped on to a vaudeville stage. His astounding feats of balance have amazed everybody who has been fortunate enough to witness his performance.

His body is one mass of powerful muscles. He has the endurance of the greyhound with tremendous lung power. He has not a sign of scarred tissue on his lungs. Doctors today look upon him incredulously even as they do on Dennis. When they are told that each of them was taken from the very lowest grade of physical unfitness, they cannot believe it possible for either of these two boys to have ever been in such a condition for their muscular development and ability is so great that the spectacle of their mighty bodies almost dazzles the one who looks upon them.

Dennis and Shaffer are only two out of many whom I have taken from such a station in life. By sincerely and faithfully teaching them the scientific secrets of organic stimulation and the practical science of muscular growth I have transferred hundreds into the wonderful state of glorified physical manhood. All I long for now is the opportunity to prove to you that what I did for them was not luck—I have shown too many the way to physical perfection for any one to call it luck. If you will only decide that the time to start is right now, I will give you the same instruction and same careful attention I gave to Dennis and Shaffer. I certainly can give you results comparable to theirs, provided you give me your cooperation.

NOW is the time to Build Your Future!

Build Healthy Organs To Give Muscles Long Life, Continued Strength and Energy

Too many go out with the set purpose of exercising the muscles. Never a thought is given to the organs. A tree will not grow unless the roots are watered and nourished and you cannot build powerful, lasting, big, sturdy muscles unless you build the sources that feed them. This can only be done by revitalizing and making dynamic the organs of life. I will show you how to oxygenize the heart, lungs and blood stream; how to cause an internal massage upon the organs in order to increase their power of fertile cultivation. I need only a short time to do this job for your organs. Then see how rapidy your muscles grow and fill with strength.

Your improved health condition and invigoration of the Sacral nerve will pour fresh life into your power of virility.

Are You Overweight or Underweight?

With people who are overweight or underweight many peculiar conditions arise according to their nerve system, digestive system and glandular conditions. I have proved that diet alone is only a small part of overcoming these conditions. Exercise stimulating the right sections into action, once the conditions are known, does the most. First, we have to know what is the cause of the person being underweight, or overweight. There is always a reason and to jump blindly to conclusions in either case can be very disastrous. As I have remarked elsewhere, my great object is to create, first, great internal strength. Arthur Saxon, the famous strength athlete, always claimed, "*Take care of your organs and the muscles will take care of themselves.*" It is a fact that once internal strength is created muscle building is very easy and the beauty of it is there is never any danger of strain because then your organic power will always be greater than your muscular strength no matter how strong you become. The organs will always have an abundance of stored up energy to pour into your muscular efforts. Working from the inside out is the safest way, the lasting way, and the one that will make you a more powerful man, capable of enormous strength and development. It is a better way than is possible by working on the muscles alone. Once development is acquired little exercise is necessary to keep you vigorously healthy and strong throughout the years.

Right Methods Make Successful Athletes

People who offer systems devoted only to seeing how big they can make one or two muscular groups in the shortest time for advertising purposes victimize their pupils as such exercisers quickly burn out and are left with a few big useless muscles hanging on their bodies. This is the condition known as over training. It can wreck a man permanently. There is the case of the wonderful George Hackenschmidt. He trained so hard he became a pitiable wreck with no life in his muscles. Siebert, the great German body builder, took him in charge and made him forget all his old forcing methods and lifting. Within six months Siebert had him back on his feet better than ever—but the lesson was never lost to the splendid athlete who never neglects to warn enthusiastic exercise fans against the danger of over training or of practicing forcing systems.

Avoid Inflated Muscles

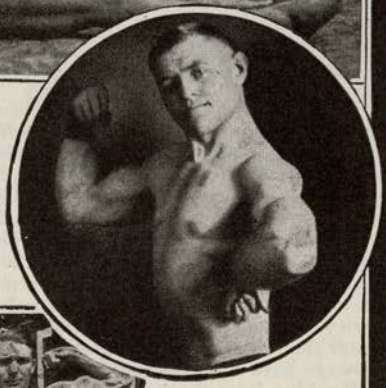
Many exercise fans make the mistake of forcing their muscles and all they get out of it is inflated muscles of swollen tissue made so by forced blood fusion. There is no nerve vibration to send forward the waves of reserve with vast supplies of muscle nutrition because the nervous system is at no time considered for cultivation. When this is taken care of, the nerve centers, nerve cells and their accessories become busy transferring the chemical properties of the body to the various muscle centers.

Day By Day You Are Made Over In

The Jowett System of He

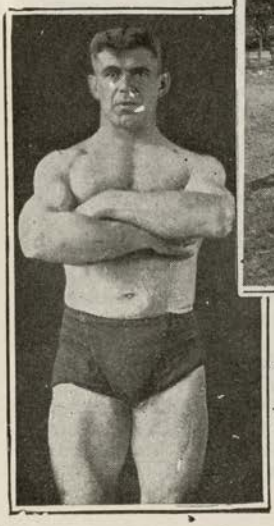
Builds Me
These

Marion Betty, of Los Angeles, has built his body up by graded exercises to the acme of perfection.



O. R. Coulter, Uniontown, Pa., a man with a marvelous career and a more marvelous body.

Joseph Urlacher, of Rochester, N. Y., another fine specimen of muscular manhood.



Arthur Gay, of Rochester, N. Y., is one of the finest specimens of physical manhood.

Bob Seeger (above) commenced training under me with a very underdeveloped body. The results he has achieved are tremendously gratifying. He says any one can succeed by Jowett methods.

George F. Jowett, th health and muscle buil is a fitting example From a weakling he monument of might His sincerity to his him to be known a friend. Weight 209 lb waist 35, biceps 18¼, thigh 27½,

You, Too, C a Strong, Physi

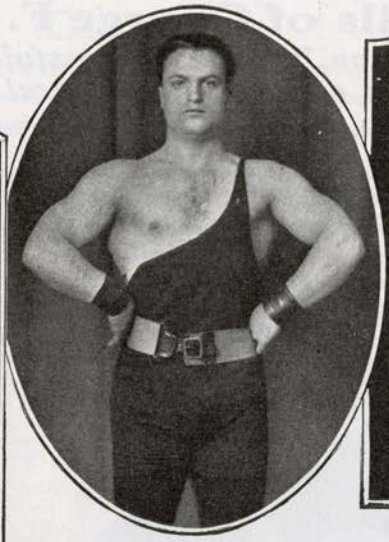
ıto THE MAN YOU DESIRE TO BE!

alth and Muscle Building

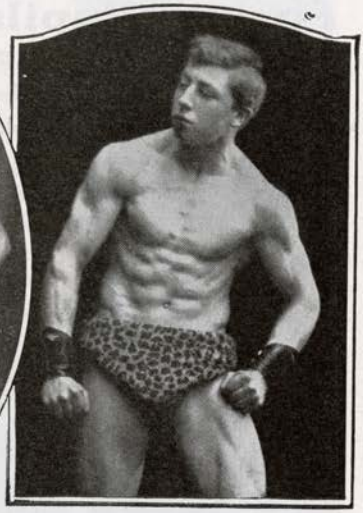
en Like Men

e greatest teacher of lding in America. He of what he teaches. built himself into a that has no parallel. rofession has caused the body builder's ., neck 18¾, chest 49, orearm 16, wrist 8¾, calf 18¼.

Can Possess Muscular ique

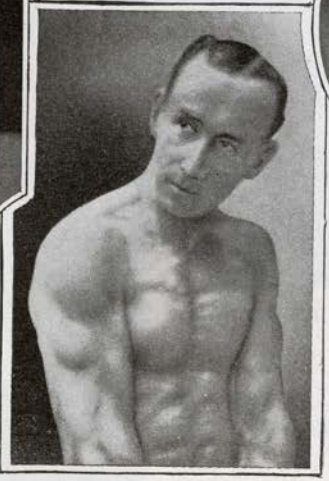


Robert Snyder, of Hagerstown, Md. An ideal type.

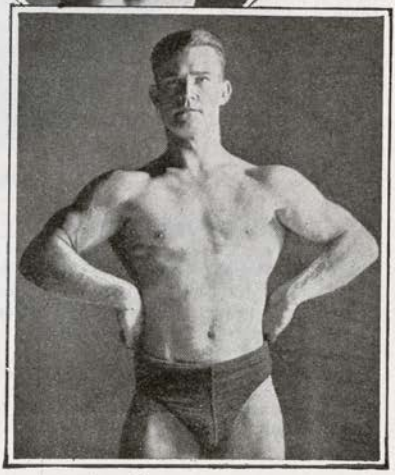


Eric Tregrove, the strongest boy in the world.

Chas. Shaffer, Pittsburgh. The acme of physical perfection. ⟹



Prof. Paulinetti is known the world over as the Dean of Acrobatics. He says, "George F. Jowett's system of training is a safe and sound method."

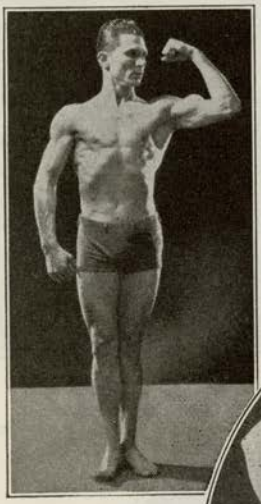


Harry Paschal, Columbus, Ohio. A marvelous specimen of what a man can be from correct exercise.

Build Yourself a Splendid Physique —Become a Builder of Heroic He-Men!

Former Pupils of George F. Jowett

Who Have Become Successful Teachers of Physical Culture!



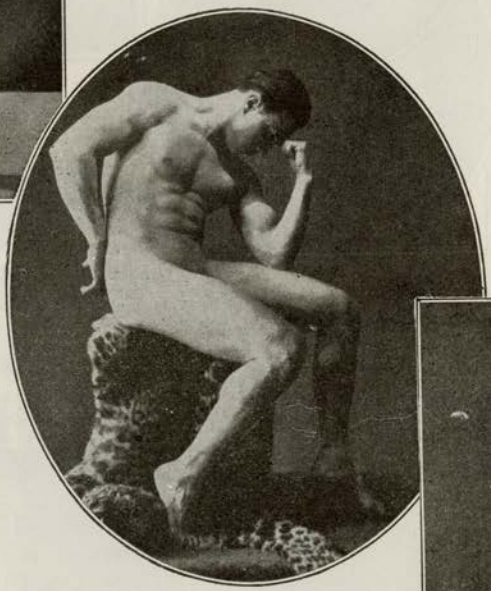
LARRY CAMPBELL

Larry Campbell, New York. *Larry Campbell came to George Jowett for training when he was 20 years old and weighed only 110 pounds. Today he is a perfect physical specimen ... a strong man who has won many strength competitions. He is now actively engaged in teaching Physical Culture in a prominent New York Health Institute.*

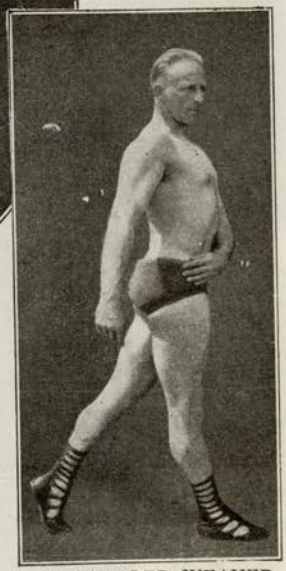
The men whose splendid physiques are shown on these two pages are all former students of George F. Jowett, whose exceptional achievements have made them foremost teachers of physical culture. They are all strong exponents of the Jowett System of teaching.

George Dembinski, Albany, N. Y. *George Dembinski is one of the smallest-boned of body builders I have ever seen. His constant persistence in following my methods has rewarded him with one of the most perfectly developed bodies it is possible to get. He is the last word in physical grace and perfection. His body is a challenge to the question, "Can a small-boned man get a perfectly-developed body?" Just do what Dembinski did—Enroll with George F. Jowett.*

Dembinski says, *"Your course is by far the best on the market."*



GEORGE DEMBINSKI



J. CANDLER WEAVER

J. CANDLER WEAVER, M. P. E., Atlanta, Ga.

So enthusiastic was Mr. Weaver, he determined not only would he have a magnificent body but he would also teach others and impress them by his superb physical development. He writes:

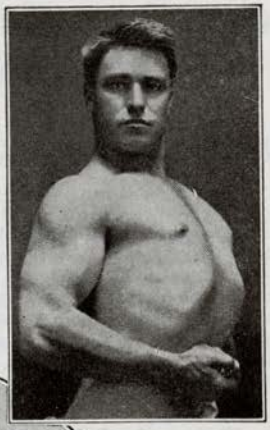
Dear Friend Jowett:

At your request I have tried your Scientific Course in Body Building, using Dumbbells, and find it to be all you claim for the development of the entire body from head to heel. After having tried it on a number of students and myself, why, I unhesitatingly endorse it.

When Thousands have reached the tops—
Why can't YOU by the same successful methods?

Three More Men Who Claim

They Owe Everything to George F. Jowett



REX FERRIS

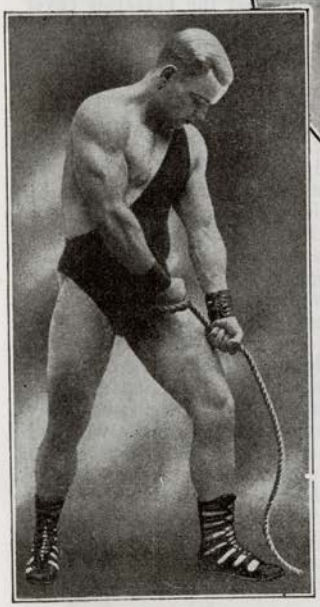
Rex Ferris of South Africa
Who Recently Challenged All Comers for the World's Title on Five Heavyweight Lifts!

Rex Ferris says: "I am writing to add my sincere gratitude to the thousands of other pupils for the wonderful results I have obtained from your Course and I can safely say that you are the best trainer I have ever trained under in my life and your methods are marvelous. I must frankly admit that from the 16 courses of American instructors that I have followed, yours is by far the best."

Charles Durner, Physical Director, Allentown, Pa. *A man who tried many ways before he succeeded in developing such a wonderful physique. He gives George F. Jowett full credit for all his success.*

He says, "Never was anyone more qualified to give advice, to teach, and to instruct on the building of muscular tissue and how to acquire an ideal physique than George F. Jowett."

C. F. YEANG



CHARLES DURNER

C. F. Yeang of Penang, Malay States

Dear Friend: "I take extreme pleasure in writing you for the sole purpose of congratulating you on the wonderful knowledge contained in your Course of Health Promotion and Body Building—congratulating myself upon the foresight that induced me to waive aside all other courses on the market and choose to enroll as your pupil. I have examined most of the so-called wonderful courses offered and can truthfully say that if they were all put together, they would not give a student one-tenth, yes, one one-hundredth of the knowledge imparted by the Jowett Institute of Physical Culture. This commendation of your Course comes from me not alone as a tribute to the Course, but as the least I can do for you who has made me what I am and developed my mind with knowledge that every ambitious student should possess."

Ever sincerely yours,

C. F. YEANG

Why YOUR MOST VALUABLE POSSESSION, Your Body, is Treated Like a Priceless Gem in

The Jowett System of Health, Strength and Muscle Building

I believe my course of physical training is the most thorough ever written. There is not a single part of the body, be it the muscles or the organs, which I overlook. My system is not merely a series of exercises devised to just build muscle, it is an educational course on the body that is carefully and thoroughly prepared with the object of teaching you to know your muscles and organs. This method is much more helpful than courses which merely give you a few exercises, for, by my system, you learn the *reasons* for doing various exercises. You would not walk down a dark street without knowing why. No, and I do not lead my pupils blindly. I create faith through perfect understanding, through explaining what you are doing and why.

Special Features of the Jowett Course

The lessons are divided into twelve sections which cover the Twelve Principles of Life. These lessons are arranged in progressive order and are sent to you every week. With your first lesson you get a chart of the body which shows you every muscle. To this you can constantly refer as you exercise and so know on which muscles you are working. Along with this you get fully illustrated charts of exercises. These are posed by myself and fully explained. At the end of each exercise I give special attention to what I call "Don'ts to Observe." In other words in exercising there are certain things you are apt to do wrong and thereby spoil the value of the exercises. I summarize them so you know before you even commence what not to do in the exercises as well as what to do. Many pupils have stated that this special "exercise correction advice" has benefited them tremendously and opened their eyes to *how* one should exercise. With the chart and exercises is a complete lecture covering the part of the body we are working on, explaining all that the exercises cover and how they control and influence other parts of the body. Thus you are taught the relation of one part of the body to another. Each week I will write you a letter to show I am on the job working intimately with you.

Special Attention to Your Organs

Painstaking care is taken in building up the internal organs. Why? Well, look at a locomotive. It is powerful because within it is the power to drive the wheels. Without the power inside your body to nourish and drive the muscles you are a weakling—no matter how big these muscles may be. I provide exercise that will nourish the heart and the lungs. I get down to the nerve sources and stimulate their vibrative energy. Remember, in these nerve sources reposes the vitality which provides the fuel to dynamize the muscles. A man is strong if his nerve sources and vibrative controls are as alive as an electric wire. Massage is carefully taught and how to best take care of the eyes, teeth, and the skin.

Some systems develop the muscles at the expense of the organs, enabling the pupil for a year or two to perform great feats of strength—then something happens and the pupil wonders what is wrong, he feels he is getting weaker and no longer so physically capable. *I know.* I have put back on their feet many such who were almost wrecked from cheap courses backed by cheaper incompetent advice. Do not take chances with your most valuable possession—your own body. I build a pupil so that if he wants to take up heavy training he can do so safely, and too, I put him through the stages of my Advanced Course and Super Course which teaches the inside of heavy progressive training. There are no extra charges for these two courses. You look over the outline of training which is summarized on page 22 and compare it in a general way with what other courses have to offer and you will realize that my course gives, in one lesson, what many would consider a whole course.

You'll Enjoy All Pleasures In Life A Thousand Times More!

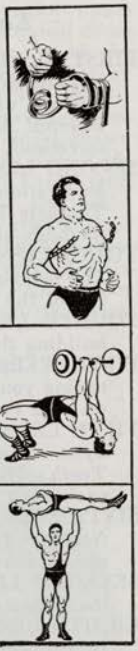
You'll Fight Your Way to Success With A Song on Your Lips

That's The Thrill of Being Strong

What a joy to feel the dynamic forces that lie beneath the skin. What a thrill it is to feel the surge of active muscles as they propel the body along without a tinge of fatigue. Once in a lifetime that sensation comes naturally—in the springtime of youth. But how many keep it? How many who have left their teens behind have retained that glorious, spontaneous motion of life that sends the good red blood coursing through the veins like the onrush of powerful electricity?

Few. Very few.

It Can Be Regained. The jaded body can be rejuvenated. All the mettle of living energy can be regenerated into the weak muscles. Nature provides every man with the saving grace of physical perfection if only he will buckle down to business—the grace that allows every man to feel once more the thrill of being strong. It is up to you to decide whether you will keep the boundless spirit of youth with its giant-like strength. Age is no bar. No matter how much you may have slipped your body can be rebuilt so you can tingle in every muscle with the thrill of being strong. The Jowett System of Physical Training is dedicated to making young bodies strong and taking the jaded body of the business man and making it over, virile and strong. Men over 40 are made equally as physically fit. The young man in his teens is coached so that the greatest possible muscular growth and strength is obtained.



Rugged Strength

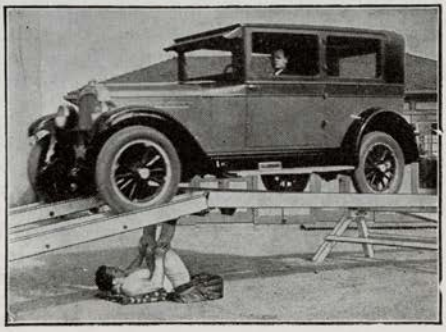
Like in the lordly oak you see rugged strength in the body of the red-blooded, two-fisted fighting man who battles his way through life with a grin, knowing that within every muscle are atoms of power that make his body as enduring as the rock of ages.

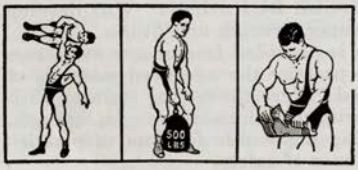
THAT IS RUGGED STRENGTH.

The power that puts the "do or die" determination into the soul and makes of a man's body a creation of muscular beauty that would arouse the envy and admiration of a Greek god.

The thought presents a picture to the mind that stirs every he-man's heart with the desire to own and possess it.

"As the twig is bent so will it grow" is the sense of an old wise saying. We all know it to be true and I know your body will develop in the direction you bend your energies. Round shoulders and sunken chests are nothing else but the result of adopting a lazy walking carriage. It is just as easy, when you know how, to walk with the chest square, the shoulders flung back, the chin tilted up, packing the lungs with clean oxygen. Exercise will do it. It will make your physical self respond and glow with tremendous rugged strength.





YOU GROW STRONG Like an OAK not through ONE but

Four Complete Progressive Courses

1. *General Course Covering Twelve Week's Training*
2. *Advanced Course.*
3. *Super Course.*
4. *Feats of Strength and How to Do Them.*

Outline of Training

Every Week You Are Given a New Set of Exercises

FIRST LESSON: *Muscle Building Exercises. Diet.*—Explaining the various chemical changes in food. Food use and misuse. Diet as an aid to reduce overweight, increase underweight, and for the normally healthy.
Internal Massage.—Cleansing organs, blood stream and muscle tissues of false secretions.

SECOND LESSON: *Muscle Building Exercises. The True Science of Breathing.*—Inspirational, Clavicular, Intercostal, Diaphragm, Expansion, Contraction and Thoracic Breathing. The effect of sleep on brain and brawn, and the natural methods of muscle tissue and organic recuperation.

THIRD LESSON: *Muscle Building Exercises. Massage.*— The science of massage. The principles of massage as related to increased blood circulation; also to cleansing of the sweat glands to eliminate odors of perspiration and tone the muscles.

FOURTH LESSON: *Muscle Building Exercises for the Feet.*—Complete lesson on building the muscles of the legs and the feet.

FIFTH WEEK: Review.—Devoted to your examination and to special exercises for testing your strength and measuring results so far obtained. It is a vital check up on your condition, for reference in laying out your further weekly training.

FIFTH LESSON: Progressive Muscle Building. Broadening the shoulders.
Eyes.—Their care. Strengthening the optic nerve, the pupil, retina and the muscles.
Teeth.—How to take care of the teeth, the gums, the dentine, mouth and throat against all throat and mouth infections.

SIXTH LESSON: Progressive Muscle Building. Strengthening the small of the back.
Nerves.—Toning and strengthening the entire nervous system. The Sensory nerves, nerves of vibration and the accessory nerves.

SEVENTH LESSON: Progressive Muscle Building. The abdomen. Strengthening the abdomen against the evils of Prolapsion, Distension and Constipation.

EIGHTH LESSON: Progressive Muscle Building. The groin. Increasing sex virility. Invigorating virile powers. Regaining lost manhood. Making man fit for marriage.

NINTH LESSON: Progressive Muscle Building with exercises for deepening and widening the chest, lung power and lung control. Building space for lung volume.

TENTH LESSON: Progressive Muscle Building with special exercises for muscle lengthening. The importance of muscle lengthening and long muscles.

ELEVENTH LESSON: Progressive Muscle Building with special exercises for muscle contraction. The importance of muscle contraction and how to control it for great strength. Building powerful sinews. Putting power into invigorated tissue.

TWELFTH LESSON: Progressive Muscle Building. Neck and forearm specialized.

ADVANCED COURSE OF STRENGTH AND MUSCLE BUILDING: Will develop you as far as you want to go into the stages of super strength and fitness.

THE SUPER STRENGTH COURSE: This course is provided free of any extra cost to all of my pupils who feel they would like to practice the advanced methods of heavy weight training. Of course, this is optional. Nevertheless the training each pupil has gone through will have provided him with the necessary muscle, strength, endurance, suppleness and organic power, making it possible for him to practice this strenuous method of training with the assurance of safety.

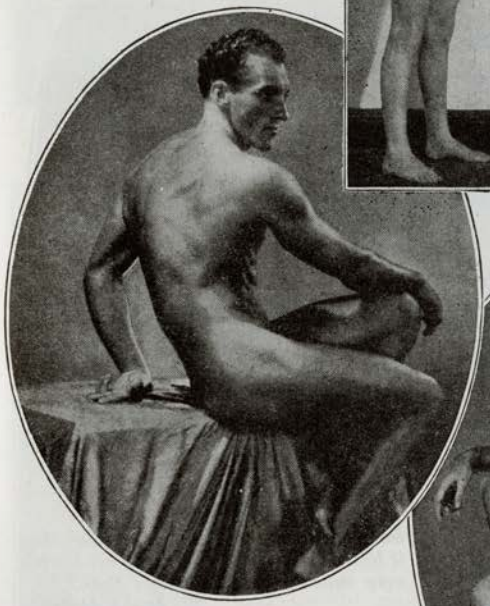
YOU, too, will say as Saunders did,

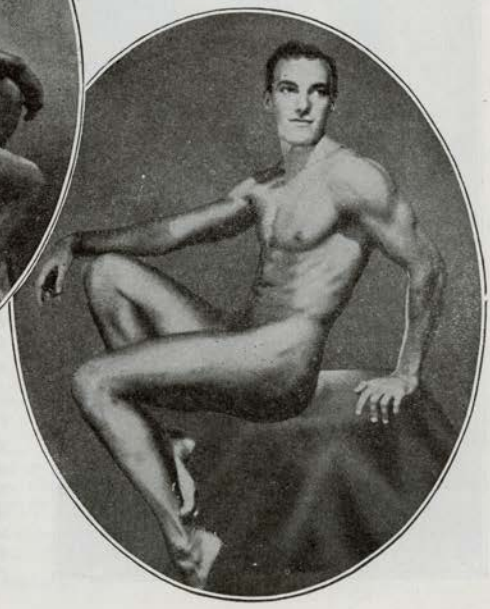
"I can't believe this GLORIOUS Body is mine!"

The Remarkable Improvement Shown by Caleb Saunders, Jr.

Pupil of Jowett Institute

When C. T. Saunders enrolled for my course he did so with a tinge of discouragement because of his unusual height and lack of bodyweight. What he has achieved from following my methods is an inspiring lesson to every youth, regardless of height or of being underweight. The steps of progressive development that changed him from a tall, underweight youth to this splendid specimen of symmetrical physical beauty was as great a delight to me as to him. I enjoyed training this young man because he did all I asked of him and he is satisfied that the results he got are the direct results of my safe physical counsel. You have not heard the last of him. I predict that he will eventually be one of the most glorious specimens of symmetrical physical development the world has ever seen. He can't miss. He knew I was right. He recognized th act that I trained him in the true natural methods that produced natural healthy growth of every muscle and organ in his magnificent body....just as I can train you.





READ WHAT SAUNDERS SAYS ABOUT THE JOWETT COURSE

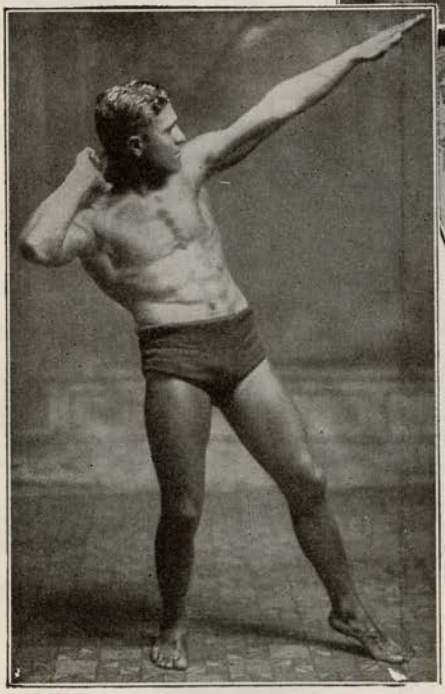
Notice the wonderful improvement shown in the two lower poses. After taking the Jowett course, Saunders says, *"Since taking your course, my body has improved so much in muscular form that I can hardly believe it is mine."* His development should be an inspiration to every man who wants a strong, healthy body!

You Needn't Go Through Life a "Second Rater"
When it's SO EASY to follow Dorio's footsteps!

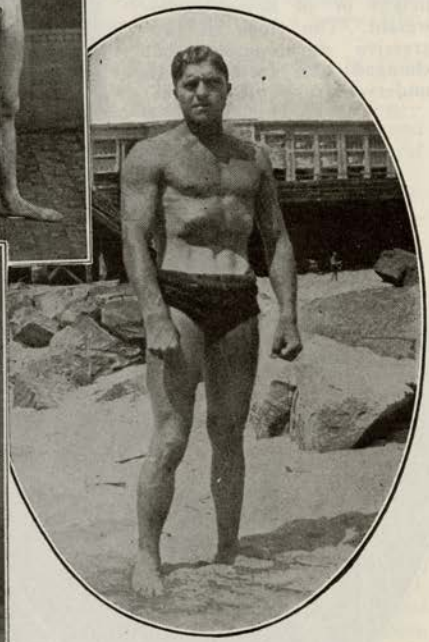
These Photos Show the Splendid Development of Frank Dorio

Pupil of Jowett Institute

When Frank Dorio enrolled for my course, he was no mean specimen of manhood as this photo graphically illustrates. But, look at the marvelous improvement he has made since taking my course as indicated by the two photographs below. Note how even an advanced physique can be greatly improved by my teaching. My progressive development has changed him from just another good man to a superman of strength and symmetry.



Dear Mr. Jowett: I am enclosing a couple of pictures I had taken while I was on my vacation. I think they will be an inspiration to others who want to develop their bodies. I also advise others who need something on their bodies besides skin and bones....to take the Jowett improved course on



body building. I also have to say that it has improved my body and my health very much in such a short time.

Frank Dorio

After reading the experience of these men are you going to be satisfied with a weak, scrawny body? Are you going to go through life a "second rater"? Follow their splendid example and make up your mind to follow in their footsteps! The first step is to decide *Now* and enroll today!

Remember! These are only a few of MANY THOUSANDS of successful pupils that cram our files. Letters pour in from all over the world!

Read What These Men Say The Jowett Course Has Done For Them!

J. WALPOOTT, JR.

"I THINK THIS WAY OF TRAINING IS THE BEST IN THE WORLD" says J. Walpoott, Jr.

"Strength is what I always desired to have and which I now possess by practicing simple exercises as given in the Jowett course of training. I think that this way of training is the best in the world. It is great to watch your muscles grow day by day. Whenever I get a chance I put my muscles to a test by different feats of strength such as one-hand lifting, bending steel..... or by lifting the front part of my Ford off the ground.

"If you crave a body like Mr. Jowett's, enroll with him and see what he can do for you like he has done for me."

Signed: J. Walpoott, Jr., San Francisco, Calif.

"I OWE YOU MY THANKS" says F. J. Crist

"It has been a pleasure taking your course and I owe you my thanks for getting me started."

Signed: F. J. Crist, Bakersfield, Calif.

DAVID SIMONETTI

"A GREAT IDEA—KEEPING THE PUPIL ALWAYS INTERESTED" says David Simonetti

"I get a great kick out of waiting for the postman at the end of the week to get your letter and see what new exercises and information you have to give me.

"I think it is a great idea, this dishing out of information a little at a time, and thus keeping the pupil always interested."

Signed: David Simonetti, Brooklyn, N. Y.

F. J. CRIST

"I NEVER GOT THE PROPER RESULTS UNTIL I ENROLLED WITH YOU" says Powers Armstrong

"Dear Friend Jowett: Please accept my thanks for the splendid muscular development which I have obtained and which is constantly improving through continued application of your splendid course.

"I am certainly glad to recommend your course to any one who may be considering the physical culture idea with the object of improving their physical and mental and moral status. I will do all in my power to help along your work of showing others how to live and enjoy life to the best advantage.

"I have done some physical work before but never got the proper results and better development until I enrolled with you. I want to thank you from the bottom of my heart for the wonderful results and the way you have transformed my body."

Signed: Powers Armstrong, Evanston, Ill.

POWERS ARMSTRONG

"The JOWETT SYSTEM is the BEST that has ever been put before the public."

Say experts all over the world.

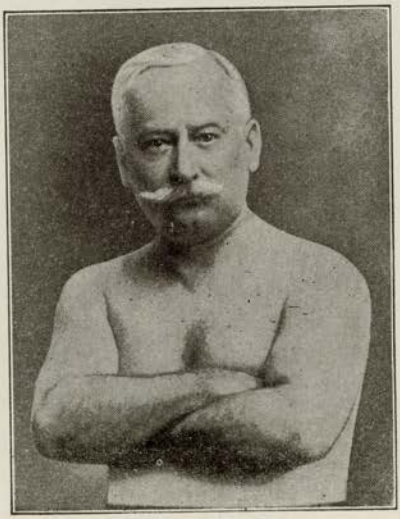
The Value of Special Exercise for Obstinate Muscles

Dr. L. Raftery, a very prominent specialist on the heart and stomach, informed me, "The thing that impresses me with your course is the care you take in explaining to your pupils the reasons for doing the certain things in your course. I think that is very important." Perhaps you never will realize how important it is until you take my course. People frequently practice exercises blindly with no knowledge in the world why they do them beyond the fact that some instructor says it is the right thing to do. But is it? No two people are alike and physical science, like any of the other sciences, has found out that many of the old trusted methods are not only wrong, but dangerous.

Every physical type and every age must be handled individually and often quite differently. The business man of middle age who has followed a sedentary life is usually high strung. In his case it would not be natural to expect that he could follow out the same method of training as could the husky young steel worker. Every man is different and for that reason alone he should choose a system of physical training that can be adjusted to his particular condition and be sure it will give him the results he desires. Any pupil, no matter what his age or physical condition, receives my careful attention whenever he desires it throughout his training. I plan your course according to your age, occupation and physical need and according to the results you are seeking.

As I have explained elsewhere, I have only one price for my *complete* course which includes the privilege of consulting me at any time within two years, without extra cost, regarding any health, physical culture or muscle-building problem you may have. I feel in my own mind that I am giving you the best and greatest course on physical training that was ever created. I stand behind it like the rock of Gibraltar.

My course may take a few weeks longer than some offered in the "Get strong overnight" advertisements—but what are a few weeks extra when in the end you can get a powerful, magnificently shaped body that will endure like the rock of Gibraltar? Do you have any doubts about what I can do for you? If you have any, write to me. This will not place you under any obligation. When you take my course you will see why my pupils rank amongst the finest physical products in the world of physical perfection and Herculean strength, and, in turn, they will be an inspiration to you to strive for the muscular shapeliness for which you have always yearned. Stop and realize this—all these great body builders, strong men, and professional men do not boast about and endorse my methods without a reason, and that reason is based on actual results shown by what I have done for others.



OSCAR MATTHIS

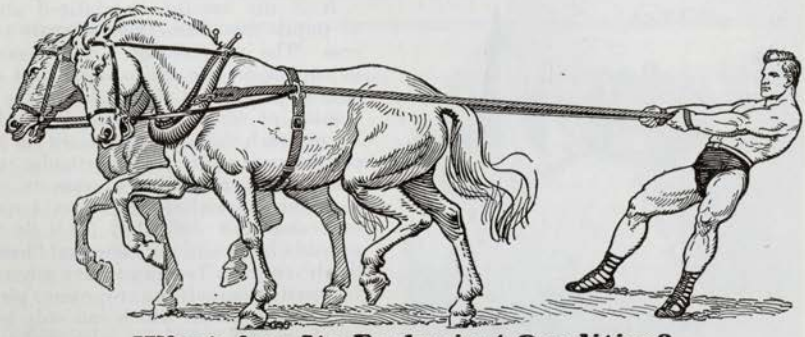
To those who prefer to pay cash I offer an attractive discount. To those who have other financial obligations I offer a very attractive easy payment plan. I do all in the world humanly possible to help you take my course.

Oscar Matthis at the age of 76 was noted for his remarkable physique, and great vitality. He was careful to build his body organically, muscularly and with vibrant nerves. He is regarded as one of America's earliest and greatest strength athletes. He says of George F. Jowett, *"I am a teacher of long standing but unhesitatingly say that the Jowett Institute of Physical Culture is the best that has ever been put before the public."*

HERE'S PROOF—THAT I GIVE YOU SAFELY—

Real All-Around ENDURING Strength

What Is Strength?



What Are Its Enduring Qualities?

Strength is not always so much in the size of a muscle as it is in the quality of the muscle. A derrick may be capable of lifting tons but if the chain hoist is weak the derrick is useless. The strength of your muscles depends as much upon the power of their muscular cables as upon the quality of muscular tissue. There should be exact balance between the two but rarely is this the case. Strong muscles must have strong attachments. Strength within the muscles is built from exercises that compel full extension and contraction of the muscular fibers. When the muscular tissue has been developed it is absolutely necessary that the muscular ligaments also be powerfully increased so that they can support the muscles in all their movements of resistance. Ligament thickening is a science by itself and cannot be acquired from ordinary exercise. My system is especially adapted to the building of steel-like muscular cables. I impregnate your muscles with the atoms of energy that will dynamize your muscles with strength.

Some of my prospects write asking me whether their height is a bar to physical success. I can frankly say that whether you be tall or short, that is only a very minor problem. Tall and thin or short and fat makes very little difference. Some exercises are more difficult to a tall man than to a short man and vice versa but my experience in building better bodies will eliminate these worries for you.

Just place your body in my care for one week and you will then realize the value of my scientific teachings. It will give me an opportunity to prove to you that I have made no misstatement nor have I overstated my ability to do for you.

Doctors Endorse Jowett Methods

DR. M. T. SLOANE says Jowett is safe:

"I recognize you as a safe, sane and proficient teacher."

Help for DR. L. RAFTERY:

"Your course is worthy of you. I recommend it and you to all as a proficient teacher and a man of true ideals and character whom any person can be proud to follow. I have profited greatly from your instructions and so will every one who practices your thorough method of training for health and physical fitness."

DR. G. M STROTZ says:

"As a physician I recommend you as a practical guide for symmetrical development and strength for all persons who have no serious organic defects. Your method should have a very prominent place in any gymnasium curriculum."

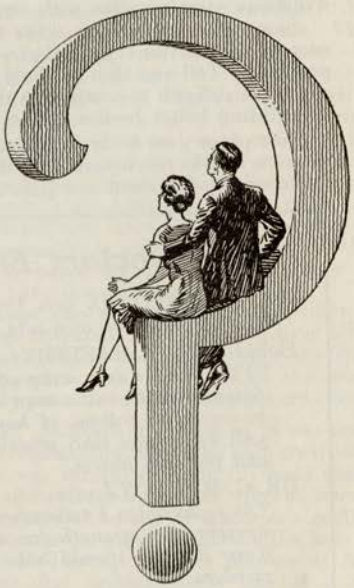
You Want To Be An Admired He Man

Let Me Lead You to Success

It is my careful, specialized analysis of pupils that leads them directly to success. The progress of a pupil may all depend upon the special care and development of one set of muscles or the overcoming of some little organic condition. In any such case it is necessary for me to concentrate upon that particular condition and by providing a separate course of highly specialized exercises I quickly overcome the difficulty. This is never possible by practicing a general "hand me down" course. You must have advice and instruction according to your physical and organic needs which can only be gotten from an instructor who makes it a definite part of his plan to constantly analyze the pupil's condition and be prepared at all times to give the pupil his attention. It is important that every real health seeker and body builder realize that building a better body does not end with building a better body for himself. It goes much farther, extending from one generation to another.

The Next Generation Depends On Your Fitness

This being a fact it is important that you should develop to the utmost your virile forces in proportion to the rest of your body. Do not let yourself be a slave to misunderstood sex conceptions. Do not subject yourself to the malpractice of masturbation or allow your energies to be drained from continual night losses. Obtain right instruction on the difference between use, abuse and misuse of your virile powers. Learn the facts about your sex sources. Learn how the Sacral Nerve can be rejuvenated. Learn the facts about this important nerve system which controls your sex activities and promotes longevity of virile life.



Sacral means sacred. The Sacral nerve is located in the sacrospinalis region of the back. Here is where the many weaknesses of the human body originate. An ailment or weakness in this region quickly saps the vitality from the blood, making life burdensome. The right form of exercise can banish these weaknesses quickly, but it has to be the right kind of exercise. Ordinary movements do not stimulate the muscles in this section because of the fixed condition of the spine—that is, the joints of the back bone in the sacrospinalis region are more or less rigid. You may never suspect a weakness here until it *gets* you, therefore, it is always best to build yourself in advance against such an undermining destroyer of virile vitality. Make yourself fit for marriage. Remember, it is better to be proud of your children than of your ancestors. Your children reflect YOU.

Enroll in The Jowett Course NOW—and You Get The Most Successful Builder of Men!

Name Your Feats—

I Will Show You How to Do Them

Show me the red blooded man who does not glory in demonstrating his strength. Show me the physical weakling who does not envy the strength in others and crave strength with all his heart. It is one of the strongest desires a man has. It proclaims him to be human with muscles aching to be made stronger. Wouldn't you like to be the pride of the gang—be a master among men—dazzle your friends with your strength? Of course you would! Let George F. Jowett show you the way. Get strong and let your physical strength proclaim your personality everywhere you go. Do not be a looker on. Get into things and let your bodily power radiate the immense vitality which fills your body.

Name the Strong Man Feats you crave to do and I will show you how they are done. You can't stump me. Here are some of them—which of them interests you most?

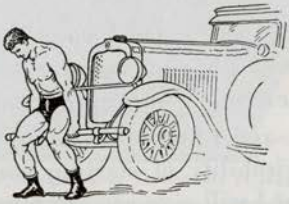
1. Lift more with one finger than the average man can with both hands.
2. Drive a nail through a heavy board with a blow of the fist.
3. Burst asunder iron chains, shackled around your arm or chest.
4. Tear a deck of cards or a telephone book in halves.
5. Toss a hundred weight overhead from hand to hand.
6. Break horse shoes and twist iron.
7. Heave up the front of an automobile.
8. Lift a man overhead with one hand.

Making Champions Out of Weaklings

This is the greatest hobby of my life. The tougher the problem the better I like it. All I ask from my pupils is cooperation and confidence and I'll do the rest. The greatest kick I get out of life is making round shoulders square, bent backs straight, and hollow chests full and deep. I delight in the strength of my pupils. At all times my pupils have the privilege of benefiting from my professional experiences. All the inside knowledge of performing feats of strength and coaching in athletics is always at their disposal for the full length of the course. My price covers everything—everything to make your dreams come true if you have the spunk in your veins to start. Many pupils have said they have gotten many times over the cost of their course from the professional advice I have given them apart from their course in body building. That is why

You Should Become a Jowett Pupil

Belong to the army of Jowett pupils and you will always be pleased with your investment. You can't go wrong. The best proof of a man and his methods lies in what he has done for himself and for others. I therefore offer my record and the records of my famous pupils as proof that I am your best bet to obtain for you a powerfully developed body of Herculean strength in the shortest possible time.



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TO GEORGE E. JOWETT
WORLD'S CHAMPIONSHIP STRICT FOUR-HEIGHT
"The proof of a man's worth lies in the public recognition of his accomplishments. Here are a few of the many decorations bestowed upon George F. Jowett for actual merit."
G. F. JOWETT
WORLDS RECORD HOLDER
G. F. JOWETT
CAN. MIDDLE LIGHT-HEAVY WRESTLING CHAMPION
G. F. JOWETT
1906 22
G. F. JOWETT
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1925

Enroll with **The Jowett Institute of Physical Culture**

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